*Benefits of the 3X-in-10™ Revenue Sharing Model

Here's a side-by-side comparison of the 3X-in-10™ Revenue Sharing Model with conventional debt and equity models. This comparison is for business owners and entrepreneurs (both women and HeForShe advocates).

Design Criteria	Conventional Debt and Equity Models	3X-in-10™ Revenue Sharing Model
Flexible and Friendly	• Terms and conditions are set by lenders and investors; inflexible, with severe penalties. • Requires giving up control and ownership; lenders and investors have veto power over decisions. • Exorbitant legal and accounting fees keep entrepreneurs and owners from raising growth capital on their own.	• Terms are *flexible* and entrepreneur-friendly (based on a fixed percentage of top-line revenue). • Maintain control and ownership (i.e., *you* make the offer and set the terms, not lenders and investors). • Legal and accounting fees are much lower with a Regulation CF capital raise.
Inclusive and Welcoming	• Lenders and investors only want business models capable of generating 10X profit or a 10X exit in 5–7 years (or less). • Just 5% of young ventures receive any equity investment from angel, venture capital or private equity investors. • 60–70% of loan applications are rejected every month.	• A 3X-in-10™ Revenue Sharing Offer does not require a 10X business model. • Sustainable enterprises are welcome, not "supernovas" that crash and burn. • "Democratizes" the world of finance and investment; not just for well off or well to do.
Simple and Straightforward	• Equity investment agreements are 35–50+ pages in length with onerous terms, conditions, and penalties. • 10X exit in 5–7 years requires unsustainable hyper–growth rates of 50%+ per year.	• Revenue sharing agreements are just 5–8 pages. • Calculation of the revenue sharing (or royalty) percentage is straightforward. • Revenue growth targets are realistic and sustainable (e.g., 5-10% /year).
Stable and Sustainable	• "Build-to-flip" model means there is no long-term vision. • The goal is to maximize short-term profit for just a few investors, not positive impact for all stakeholders served by the enterprise. • 70% of equity investments fail to return invested capital (i.e., a 0X).	• "Build-to-keep" model is all about steady progress toward a long-term vision of sustainable 10X impact. • The goal is to build a sustainable, high-impact enterprise that creates enduring social *and* economic value.

Here's a side-by-side comparison for women and HeForShe investors:

Design Criteria	Conventional Debt and Equity Models	3X-in-10™ Revenue Sharing Model
Flexible and Friendly	• Zero cash flow for investors prior to a liquidity event (if there even is one). • Liquidity events are not 5–7 years; now 10+ years (if there even is one). • Funds and networks impose annual fees of 2% and take 20%+ of profit. • 70% of equity investors do not get their invested capital back (i.e., a 0X).	• Even risk-adjusted, a ten-year 3X-in-10™ Revenue Sharing Portfolio has the *potential* to outperform a comparable equity portfolio by 2X. • Investors can use a self-directed IRA to defer taxes until retirement. • We offer tools and education to analyze revenue sharing offers and become a smart revenue sharing investor.
Inclusive and Welcoming	• Angel networks and private equity firms focus on "accredited" or high net worth investors (just 5% of all investors). • Minimum investments typically start at $25-50K+. • One angel network focusing on woman-led technology enterprises charges investors a membership fee of $5,000 *per* year.	• All investors are welcome and can participate (subject to income limits established by the Securities and Exchange Commission). • Minimum investment amount on several funding portals is only $100.
Simple and Straightforward	• Equity investment agreements are 35–50+ pages of terms and conditions only lawyers and investment professionals can understand.	• Revenue sharing is a practical financing and investing model. • Does not require protracted negotiations about valuations, rights, dilution, board control, etc., etc., etc.
Stable and Sustainable	• "Build-to-flip" model means there is no long-term vision. • The goal is to maximize short-term profit for just a few investors, not positive impact for all stakeholders served by the enterprise. • 70% of equity investments fail to return invested capital (i.e., a 0X).	• "Build-to-keep" model is all about steady progress toward a long-term vision of sustainable 10X impact. • The goal is to build a sustainable, high-impact enterprise that creates enduring social *and* economic value.